



**Avondale Municipal Arts Committee
Call to Artists**

Responses to this CALL are due by September 15, 2008, 6:00 P.M.

This Call to Artist for submission of proposals is for public art to be located in Sernas Plaza to the east of the newly constructed Avondale Old Town Public Library on the south side of Western Avenue in Avondale, Arizona. This will be an exterior placement.

1. Eligibility

Open to professional artists who have experience or specialize in ethnic/cultural heritage public art.

2. Budget

The artistic budget for this project is set at \$20,000 (to cover all costs associated with the design, artist fee, fabrication and transportation of the piece)

3. Theme

The primary theme of the project is a celebration of Avondale's ethnic/culturally diverse heritage. The theme should also be relevant to the **predominantly Hispanic community surrounding the new library.**

Given the project placement at the Avondale City Library, secondary themes which may be incorporated within the primary theme include learning, literature, and knowledge.

The artwork may constitute one or several pieces, be stand alone, or functional art incorporating benches or bicycle racks. The art may be interactive or include sound and or music elements. The Avondale Municipal Arts Committee would prefer piece(s) that integrate color.

The Avondale Municipal Arts Committee envisions a project that residents can engage on multiple levels. It should be meaningful from a cultural heritage celebratory and educational standpoint and the project must demonstrate strong artistic integrity.

The goal is for an eight year old; as well as an eighty year old resident to be able to both engage and come away with something from the project. We would like a project that has the potential to encourage residents to go into the library to learn something

about art and the rich cultural heritage of the City. The project should also enhance the existing visual identity of the Old Town Avondale neighborhood and to be a source of pride for the city, its residents and visitors.

4. Art Opportunity

The Avondale Municipal Arts Committee seeks an artist (or artist team) to develop a unique public art offering reflecting an ethnic or cultural heritage theme suitable for permanent exterior installation along the east courtyard area known as Sernas Plaza. In the design of the new library, the design team agreed that the plaza needed to be an integral part of the project and an extension of the library itself. The layout for the library also allowed the design team to turn 5th Street into the main pedestrian pathway, as well as establish an epicenter for the project. This epicenter occurs adjacent to the Library's entire glass entry lobby which allows visual connection to the plaza. The plaza consists of a sloped turf amphitheater with the performance area as the focal point. The plaza's new landscape/hardscape design will provide shade, as well as reduce the amount of heat buildup in the summer months. The hope is that by making the plaza more inviting and integral to the library, that it will be a more vibrant place to be for the surrounding community. (See attachment)

The Avondale Public Library is under construction and expected to be completed in September 2008.

Old Town Avondale has substantial foot traffic generated by the businesses along Western Avenue, as well as the Western Avenue Public Safety sub-station, schools and the new Avondale City Library.

Vehicular traffic is light to moderate and vehicle speeds are tempered by the nature of the old downtown street front nature of the area.

Proposals will identify preliminary concepts; indicate a willingness to work with the Avondale Municipal Arts Committee.

Ideally, the selected artist(s) will facilitate workshops that engage the community, resulting in the permanent installation of public art for Western Avenue. The goal of the workshops is to create a meaningful process that engages Avondale residents either through hands-on involvement in the making of the permanent art or contribution to the ideas that shaped it.

Artist creativity is encouraged. Project may be sculptural involving singular, or multiple pieces, in any medium suitable for exterior, unsupervised public environments. Project may also incorporate benches, murals, poetry, etc. and may involve sound, movement and color. Water features/fountains are specifically excluded from this proposal because of potential maintenance issues.

Project scale may range from personal/intimate to pedestrian (inviting touch) to vehicular.

Lower maintenance pieces are preferred. Potential for graffiti exists; therefore materials resistant to graffiti and easily cleaned are preferred.

Because of the unsupervised public nature of the project, safety is a concern.

The project can not have sharp edges or otherwise present a safety hazard.

The project shall be permanent with a life expectancy of at least 25 years.

The artist will be asked to submit anticipated installation needs and site requirements early on. Depending on the installation needs, there may be some coordination during this time with Asst. City Manager, other city officials, or consultants. A separate installation budget of up to \$5,000 will be allowed.

Preliminary designs must be approved by the Avondale Municipal Arts Committee. The artist will be required to make at least two presentations about the preliminary designs/plans.

The final project will require approval by the Avondale City Council.

5. *Avondale, Arizona*

Avondale is a modern city positioned on the western side of Greater Phoenix and has a current population of over 70,000 persons. Avondale is one of the fastest-growing communities in the valley and the nation. To keep pace with the rapidly growing population, a variety of cultural, economic, recreational and educational advantages have evolved.

Avondale has a strong agricultural history. It became a home for thousands of migrant workers who worked for the Goodyear Farms and surrounding cattle industry. They have a strong civic history here and have contributed to its growth and prosperity. The surrounding neighborhood has a majority of Hispanic households. The City has recently commissioned a consultant team to prepare a revitalization plan for Old Town Avondale. The consultants found there is substantial community support for Old Town Avondale revitalization because it represents the community's "heart."

Community resources range from the programs of the West Valley Arts Council to the academic resources of Estrella Mountain Community College and Universal Technical Institute.

From the soccer fields of Friendship Park to the high excitement of Phoenix International Raceway (PIR), Avondale has something for everyone. PIR is billed as the world's fastest one-mile paved oval and plays host to NASCAR attracting nearly 400,000 enthusiasts to each of two major races annually and contributing hundreds of millions of dollars into the local and state economy.

Friendship Park is a recently completed \$5.6 million youth sports complex funded in part by the Maricopa Tourism and Sports Authority. This facility has become host to various sporting events including soccer, Pop Warner Football, baseball and softball. The park features 11 soccer fields, 4 baseball fields, a dog park, and a sculpture garden with a traditional Japanese gazebo generously donated by the community of Kaizu, Japan.

Estrella Mountain Community College (EMCC) is one of the fastest growing educational centers within the Maricopa Community College system; enrollment is projected to grow to more than 20,000 students in the next 15-20 years.

Avondale prides itself on service to the public. To better serve the residents, the

Avondale Civic Center opened in December 2003 providing a one-stop-shop government center complex. Located on a 60-acre parcel along Avondale Boulevard, just south of Van Buren Street, this 105,000 square foot facility includes City Hall, the Police Administration Building and the Avondale Municipal Court.

6. Avondale Municipal Arts Committee

The Avondale Municipal Arts Committee is responsible for making recommendations to the Avondale City Council concerning the acquisition, maintenance, conservation and rotation of Avondale's Public Art Collection.

To ensure public art reflects the character, aspirations and sensibilities of Avondale, the Arts Committee will seek input from residents, neighborhood associations, civic leaders, business leaders, and other community leaders. Public meetings and public access to art proposals will be a part of this process.

7. Selection Process

Responses to this RFP are due by September 15, 2008, 6:00 P.M.

Mail submissions to:

*Rogene Hill, Asst. City Manager
Avondale City Hall
11465 West Civic Center Drive
Avondale, AZ 85392.*

Please do not staple any materials together. All pages of your application should clearly indicate your name, date and project you are submitting for. Present your materials in the following order.

Annotated Slide List: (typed in Arial 11 pt, 2-page maximum): The slide list must be provided with the artist's name, title or location of work, medium, date of work, dimensions, the corresponding slide number and a short description of slides. Indicate budget where applicable.

Professional Resume (2 page maximum for each team member): Teams must submit a resume for each member.

Proposal (typed in Arial 11 pt, 2 page minimum, 10 page maximum , 11 point pitch, sealed, clearly labeled on the outside, in a binder or similar type of folder) including details regarding:

Theme and Workshops: Describe how your art fits the theme and the style of art to be produced. Explain your proposed schedule, process, medium and method by which you will involve the community. Explain your experience in developing and facilitating workshops.

Fabrication and Installation: Describe the anticipated fabrication and installation needs for the permanent art. Be sure to include information that will help facilitate the artistic integrity of your work:

- a) How much space will the art need?
- b) Describe how you envision the installation: will it need wall space, floor space, hanging space, etc?

- c) Describe the electrical requirements (describe to the extent that you are knowledgeable. The artist will not be required to determine exact specifications, but must be clear on the desired effect. The exact specifications will be refined at a later date by the architect.)
- d) Describe special equipment or other needs.

Preliminary Budget (*typed, one page maximum*) Include a cost estimate for all facets, including but not limited to artist fees, insurance, travel expenses, workshop costs, materials costs, anticipated fabrication and installation costs. Artist is not responsible for actual installation, but installation needs should be noted in your proposal and reflected in your preliminary budget.

Optional Illustrations: Two page maximum, 8.5"x11" maximum size limit on illustrations or visual support material to show your proposal.

Three References: Include client name, contact name and phone number.

Visual Support Materials: Pages or slides must be annotated, including title or location of work, medium, date of work, and dimensions, the corresponding slide number and include a short description of slides. Indicate budget where applicable.

Other Optional Materials: Optional relevant experience and qualifications support information such as articles, catalogs, etc. (1 copy)

S.A.S.E. To have your application materials returned following the competition, include a self-addressed stamped envelope, with accurate postage. **Submissions will be opened simultaneously.**

An in person interview may be requested. Travel expenses for any interviews will be paid for by the artist.

All questions regarding this Call to Artists must be submitted in writing on or before August 18 at 6 P.M. Responses will be published to the Avondale Municipal Web Site. For direct questions contact Rogene Hill, Asst. City Manager rhill@avondale.org or Municipal Arts Committee Chair, Katherine Gillen, cait23@hotmail.com.

